TWO HUNDRED YEARS
—OF—
ADVERTISING
—IN—
LANCASTER COUNTY

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TWO HUNDRED YEARS OF

ADVERTISING

—IN—

LANCASTER COUNTY

AN ADDRESS

BY

DR. H. M. J. KLEIN

Delivered before the Lancaster Advertisers Club
at the 200th Anniversary Meeting
May 21st, 1929

LANCASTER ADVERTISERS CLUB

LANCASTER, PENNSYLVANIA

and all manner of Printing performed with Fidelity, Accuracy, Elegance

WEDNESDAY, JUNE 24, 1795.

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John Moderwell,

TAKES the liberty to inform his friends and the public, that he has opened a STORE in the house lately occupied by Mr. Christian Stake, in Queen-street, north of the court-house, Lancaster, where he has just received, and is now opening, a large and general assortment of

MERCHANDISE,

suitable to the seasons, with GROCERIES, all of which he will dispose of on very low terms, for cash or merchantable country produce.

He flatters himself, that from the elegance of his assortment, his very reduced prices, and a desire to please, that he may be thought worthy of a share of custom, from a generous and disinterested public.

April 8, 1795. 3m

Eight Dollars Reward.

RANAWAY from the subscriber, in Leacock Township, Lancaster county, on the night of the 29th ult. a Servant lad, named JOSEPH KENNARD: He is in his 16th year, but from his size and bodily strength, might be thought to be 17; about 5 feet 7 or 8 inches high, light curly hair, has a remarkable black spot on the crown of his head, grey eyes, a tolerable good countenance but when examined sharply looks much confused: He had on and took with him an old fur hat, one olive coloured fustain and one old linsey coat without skirts, a black silk handkerchief, old shirt, one pair striped nankeen and one pair of toy trowsers, and old shoes with strings. Whoever apprehends and secures said servant shall receive the above reward and reasonable expences if brought home.

WILLIAM BRINTON.

N. B. The same night was stolen from a near neighbour five good Sheets and the said lad is suspected to be concerned in the act.

June [illegible], 1795. 4q

Private Sale.

A Very valuable Tract of Land, containing 255 acres, adjoining the town of Berlin, and ly-

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June 3, 1795.

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ADVERTISING IN LANCASTER JOURNAL OF 1795

200 Years of Advertising

IN

LANCASTER COUNTY

IT has been said that the difference between advertisements of 200 years ago and now is that today advertisements have become persuaders but in colonial days they were simply announcements. There is a notable exception to this sweeping statement. That exception is related to the founding of Pennsylvania and of Lancaster County.

The question is often asked, why did the first settlers come to this fertile region? One answer lies in advertising.

After the days of Columbus, Spain, England, Holland, Sweden and France saw in the new continent a boundless field. Colonists were needed to found settlements. Every available agency was employed to make the new lands profitable to the owners. Companies were chartered, expeditions started, land grants were given, inducements to enlist in new enterprises were plentiful. These attractive inducements set emigration in motion. The allurements of the promoter were flourishing. Printing presses were utilized. Scores of pamphlets were scattered through Europe.

To William Penn and his agent Benjamin Furly is due much of the credit of diverting a large part of the emigration to America into Pennsylvania.

As early as 1671 and 1677 William Penn went to the Palatinate to preach peace and good will. The followers of Meno Simon were among those who were greatly encouraged by his message and spirit. Four years later he acquired Pennsylvania.

Penn Advertises His Colony

In 1681 William Penn issued a pamphlet concerning his province. It was printed in a folio pamphlet of 10 pages and was entitled: "Some account of the Province of Pennsylvania in America: lately Granted under the Great Seal of England to William Penn." It was printed and sold by Benjamin Clark, bookseller in London. Copies of the tract are still to be found in the Historical Society of Pennsylvania and the Harvard College Library. This tract was translated into both high and low German. It is the earliest German

account of Pennsylvania, and was scattered broadcast. In 1682 he sent out in English and German his "Brief Account of the Province of Pennsylvania." Another description of his Province was issued in English, Dutch, German, and French in 1684. In the years immediately following, at least two score booklets were sent out, all directing attention to the Province of Pennsylvania. Thomas Budd, published an account in English in 1685; Cornelius Borrun one in Dutch in 1685; Dr. Moore one in English in 1687; the elder Pastorius one in German in 1692; Gabriel Thomas an account in 1698 and Daniel Falkner's "Curious Information" in 1702.

These books are rich in content. They do not simply announce. They persuade. William Penn was a great advertiser. It would pay you well to read his description of his Province. He got results by setting forth minutely and fully all the advantages and attractions of his Province for the benefit of intending emigrants. Modern Real Estate agents would do well to study William Penn's "Account of the Province of Pennsylvania and its Inhabitants for the satisfaction of those who are adventurers, and inclined to be so." It was a mighty factor in directing emigration from Europe to Pennsylvania.

Here are a few sentences from Penn's pamphlet: "The poorest places (in the province) produce large crops of garden stuff and grain. The weeds of our woods feed our cattle to the market. The land requires little seed. All sorts of English fruits that have been tried take mighty well for the time. The vine especially prevails and good wine may be made there. Mighty whales roll upon the coast near the mouth of the Bay of Delaware. Sturgeons play continually in our rivers in summer. Captain Smith's overseers drew 500 shad at one draught. Beef is commonly sold at the rate of two pence per pound. There is so great an increase of grain by the diligent application of people to husbandry that within 3 years some plantations have got 20 acres in corn, some 40, some 50. In our great town there is an able man that has set up a large Brew House in order to furnish the people with good drink, both there and up and down the river." Then he describes in full the plan of settlement for immigrants, the amount of land to be allotted to each family and the terms upon which payments are to be made. He gives advice on the best time and method for crossing the Atlantic. He discusses with great frankness and minute detail every aspect of immigrant life.

The result was that a stream of migration kept flowing for years. These facts together with the information that there was liberty of conscience in Pennsylvania and that everyone might live there without molestation, were sufficient inducement for the first settlers of Lancaster County to make their home in the Pequea and Conestoga region.

SOME

ACCOUNT

OF THE

PROVINCE

OF

PENNSILVANIA

IN

AMERICA;

Lately Granted under the Great Seal

OF

ENGLAND

TO

William Penn, &c.

Together with Priviledges and Powers necessary to the well-governing thereof.

Made publick for the Information of such as are or may be disposed to Transport themselves or Servants into those Parts.

LONDON: Printed, and Sold by *Benjamin Clark* Bookseller in *George-Yard Lombard-street*, 1681.

Plate V.—Reduced fac-simile of title-page.

PENN'S ADVERTISING FOR THE COLONY

Advertising in Lancaster from 1710 to 1740 was confined to the letters written to Europe by these early settlers, retailing the advantages of locating here. The result was that many relatives and friends of the first groups of settlers joined in the founding of the County. By 1729 not only Swiss and Palatine settlers but Scotch, Irish, Welsh, Quaker, Huguenot, and probably some Dutch and Swedish pioneers formed a part of the newly established shire of Lancaster.

First Printing Press Brings Advertising to Lancaster County

By 1743 the first printing press was brought to Lancaster County by the Cloister Brotherhood at Ephrata. At least one hundred and fifty different books and pamphlets were issued by this press in the course of its eventful history. Today this third press in the Province of Pennsylvania, the first to print both English and German, a press that printed an immense quarto of 1700 pages with paper, ink and type all made by the Society at Ephrata, this press that printed Continental money during the Revolutionary War, is to be found reposing in the museum of the Historical Society of Pennsylvania in Philadelphia in much the same condition as when it stood in the Cloister.

Before the Ephrata Brotherhood secured its own press, Benjamin Franklin had been doing the printing for the community. In 1751 Franklin sent James Chattin to the borough of Lancaster with a printing outfit. They began by printing almanacs. Before long, Miller and Holland were put in charge. These two men became the founders of Lancaster's first newspaper, the "Lancaster Gazette," a bi-lingual sheet of four small pages published on King Street until June 5, 1753. So far as known the only copies in existence are in possession of the Pennsylvania Historical Society at Philadelphia. This paper published fortnightly was 13 by 8½ inches in size.

When the British entered Philadelphia in 1777 the "Pennsylvania Packet or General Advertiser" moved with the State Government to Lancaster and was printed here until the British withdrawal. The "Packet" was owned by Dunlap and Claypoole and afterwards became the first daily paper in America. In the spring of 1778 Francis Bailey started the publication of "The Pennsylvania News-Sheet, or a record of foreign as well as of domestic news."

At the time that the Federal Convention was in session in Philadelphia, there appeared in Lancaster the "New Non-Partisan Lancaster Gazette." This paper was published every Wednesday morning from August 8, 1787 to July 20, 1791. It devotes considerable space to advertising. In the first issue as many words are devoted to advertising as to national and foreign news put together, and ten times as many as to local items. The publishers offer "to print advertisements for the sale of properties, the recovery of

stolen articles, rewards for the recovery of runaway servants, at a cost of 7 shillings 6 pence for three insertions, providing the advertisements do not exceed in length the width of one of the columns."

The founding of the "Lancaster Journal," June 17, 1794 and of the "Intelligencer and Weekly Advertiser" on July 31, 1799 marked an epoch in 18th century Lancaster County Journalism.

As a rule the newspapers of the 18th century were filled almost exclusively with foreign news, sometimes several months old, with very little advertising.

The Birth of Newspaper Advertising

Gradually, however, larger space was devoted to advertisements and here we find abundant illustration of the economic and social life and progress in material affairs by the people of the community.

In these advertisements we can trace the gradual development of transportation, the improvement in living conditions, the progress in industry, the financial difficulties of our forefathers in days when paper money brought about confusion worse confounded. We read about runaway servants and slaves with all sorts of curious garbs. We learn of lottery schemes advertised for churches, roads, ferries and bridges. We are told about the books our fathers read, whether printed at home, or received as a new consignment from abroad. In the mercantile advertisement there was little persuasion. Usually there was a simple announcement addressed to "whoever inclines to purchase" or a statement to the effect that "lately goods had been imported."

As to the make-up of the advertisements, usually the initial letter was two or three lines deep. The type of the main body of the text was generally smaller than is the practise now and because the type was more battered than is usual today, the general effect was far from being as clean cut as that to which the present generation is accustomed. Soon elaborate woodcut initials appear and soon the quaint old spelling was displaced by more modern orthography.

A few examples of 18th century advertising may not come amiss.

Mr. Gardette a dentist "informs the public that he may be spoke with at Adam Webers, at the sign of the Black Horse." Stephen Chamgers offers

Queer Subjects and Quaint Copy

6 pounds for the recover of his runaway servant. Among the articles he took with him were "a light colored fine cloth suit with white buttons, one pair of white ribbed dimity pantaloons, one pair olive colored jean pants, with strings at the knees, two new homespun shirts."

September 12, 1789, "any person having wool or cotton which they wish to have made into cloth can have the spinning done in the Sister-House of

the Moravian Church after which the weaving can be done in the Brother-House."

John Karch advertises "bookbinding also the sale of all kinds of books at cheapest prices."

November 21, 1787, John Fisher advertises for swine-bristles at 15 pence per pound. He also offers to buy Maryland paper money, paying six shillings hard money for $1 paper money. Rebecca Lohrman announces "that she lives in the house of Leonard Kline on Queen Street opposite the sign of the "Black Bare" where she will carry on millinery." In 1788, a full column advertisement appears in which eleven parcels of real estate are offered at public sale at the public house of Adam Reigart. Professor Melsheimer of Franklin College solicits applications for three teachers. Nicholas Kohl announces that he contemplates a trip abroad and offers to carry letters and papers, charging for the letters 2 shillings sixpence. John Wolfkill offers for sale at his hotel goose-quills taken from live geese.

Solomon Etting, who lives near the Court House offers for sale a colored woman with two beautiful children, a boy and a girl. He is willing to accept in payment, flour, whiskey or farm products.

October 22, 1788 an advertisement calls attention to an exhibition of a camel that can be seen the entire court week at the house of Thomas Edwards on Queen Street. Price of admission for adults 11 pence.

In the Lancaster Journal of Wed. July 17, 1795 we find three columns of advertisements. One advertiser says that "he flatters himself that from the elegance of his assortments, his very reduced prices, and a desire to please, he may be thought worthy of a share of custom from a generous and disinterested public."

Sixty dollars reward is offered for an escaped convict who is described as "wearing his own hair, sometimes loose and sometimes tied with a false queu, he smokes segars and his fore teeth are narrow and brown." One cent reward is offered for a runaway lad, a cooper by trade.

Schools and the Arts

The number of advertisements relating to schools is a compliment to the desires and ambitions of 18th century inhabitants of Lancaster.

May 20, 1795 David Doyle announces that he will open in the house adjoining the south end of the Calvinist Churchyard a Grammar School. A few weeks later, it is announced that a morning school will be opened in the Yellow House, in Queen Street where writing will be taught by Mr. Porter. The Rev. Elisha Rigg advertises that he will open a Female Academy on Sept. 1, 1795. In 1797 David Doyle advertises that he will keep his school open from 6 to 8 A.M. and from 5 to 7 P.M. to accomodate such

pupils as are crowded out at the usual hours. Mr. Baconais will open a school for dancing and Mrs. Galliger will teach young ladies the art of knitting and working of lace. B. Noldick will open a rival dancing school, teaching the minuet, minuet de la Cour and other fashionable dances.

On August 19, 1796 Mr. Peticolas advertises that he paints miniatures and promises to complete a good likeness in two days with not more than three hours sitting, and asks no pay unless the likeness is acknowledged to be just.

Help Wanted

The advertisements of runaway slaves and servants are headed with small cuts after 1797, representing the absentee slave running at full speed with a bundle on a stick over one shoulder and looking backward for possible pursuers.

Some of the wares of earlier days had rather unfamiliar names. We see advertised garments of cotton policats, Indian bandanoes, muslinets, joans, calimancoes, thicketts, fustian, kerseynettes and a Brazil colored jacket. You could also buy perfumed hair powder, and Pomatum, scorpion and laurel oils, and a "circumferentor" whatever that might be. According to Webster it is a surveyor's compass.

On July 29, 1795 Amos Brumfield offers for sale "a large quantity of country-made Vices, equal to any imported." On October 16, 1795 we are offered "the three story brick house and plot of ground in the borough of Lancaster on King Street, wherein General Hand lately lived."

In the Intelligencer of Sept. 10, 1801 appears an advertisement relating to the Redemptioners: It says "A number (of Redemptioners) are still on board the Ship "Anna," from Hamburg lying abreast of Vine Street wharf, in the Stream; consisting of mechanics of almost every description, farmers and others who are anxious to procure places. Desirous to commence loading the vessel, their times will be disposed of at the low rate of $80 for their passage. Apply on board the ship."

The nineteenth century develops a new era in advertising. Its note becomes more persuasive. The following from the Lancaster Intelligencer of Oct. 30, 1802 is not typical, let us hope.

Perhaps

"Wonderful. There is in the orchard of Col. John Armstrong, Columbia, a peach tree, on which there is fruit nearly as big as a half bushel, and would weigh, it is supposed from 20 to 25 pounds." Be it said, however, in the interest of truth that the article is a reprint by the "Intelligencer" from a Cincinnati paper.

At the beginning of the 19th century social life in Lancaster seems to have become a very prominent feature. There is no end of advertisement of public dinners and Balls. In June 16, 1810 we are informed that the Lan-

caster Theatre will be fitted up in Mr. Rohrer's Ball Room and opened by Mr. Durang and his company in the "Honeymoon." Announcement is made that at the dance of Jan. 6, 1810 in Mr. Reigart's large room at the "Fountain Inn," "Gentlemen will not be permitted to dance in boots."

By 1812 a different note was struck. Nationalism came to the fore. The following notice appeared at the request of the publishers of the laws of Congress. The notice was inserted in all the papers and was published three times: "The friends of the seamen whose names are published below and who state that they are citizens of the United States impressed into the British services and detained in ships of war at Liverpool, England are requested to furnish this department with evidence of their citizenship and descriptions of their persons." Eighty names were signed to this list. The military spirit ran high in the announcements of meetings of companies of volunteers. During and immediately following the War of 1812, throughout the city and county there were to be found many military organizations, frequent parades and announcements of the annual election of captains and lieutenants. There was the Leacock Phalanx, the Lancaster Greens, the Strasburg Blues, the Lancaster County Light Dragoons and Volunteer Troop of Cavalry. In 1820 the whole United States Army consisted of 8,184 enlisted men. One can readily see the necessity for local military companies in that day.

Advertisers of 100 Years Ago

Glance at Lancaster of 100 years ago, if you will, as seen through the Advertiser's page.

At the north east corner of West King and Prince Streets is the branch Bank of Philadelphia, which had been opened in 1803. On East King Street is to be found the Farmer's Bank of Lancaster. The Demuth Tobacco Store, the oldest of its kind in the United States had been doing business on East King Street since 1770. J. F. Heinitsh was advertising "fresh and genuine drugs and medicines." John Frederick Steinman was conducting a hardware store on West King Street which had been opened as far back as 1744. Across the street C. Hager and Company was advertising "fresh fall goods, queensware and groceries." Books, pamphlets and handbills were sold at the Lancaster Journal office, sign of Franklin's Head, West King Street. George Hoff advertised himself as clock and watch maker on East King Street while his wife sold an assortment of leghorn hats and straw bonnets for ladies in the same store. Hats and shoes could be bought on West King Street next door to the sign of the Lamb. On the northeast corner of Centre Square next door to the Post Office, John Getz the Coppersmith, Sheet iron and Tin Plate worker, sold stills, copper and brass kettles. A Starch Factory had been started by John W. Field just arrived from England. This factory was opened in the house next to that

formerly occupied by Dr. Daly. John Riddle had a barber and hairdressing establishment next door but one west of Mr. Slaymaker's Inn on East King Street. Hoffnagle and Hubley, commission merchants, were to be found on North Queen Street near the Court House. John Moderwel, coach and harness maker was located at King and Lime Streets. At the southeast corner of Centre Square, Ober and Kline were selling fresh juniper berries and dyestuffs. John Doersh, bookbinder and paper-hanger was located on South Queen Street directly opposite Robert Wilson's tavern. George Bomberger's store was to be found on East King Street three doors below the sign of the Ship, nearly opposite the house of Dr. Abraham Carpenter. Mr. McMillan on North Queen Street near the court house was handling spectacles and whips. Augustus J. Kuhn informed the citizens of Lancaster that he had just procured machinery for preparing seltzer and soda waters. The principal improvement "consists in extracting the atmospheric air from the water, rendering it more salubrious and pleasant." Soda with syrup, 6¼ cents, soda plain, 3 cents.

Another ambitious business man informed the inhabitants of Lancaster that he has just returned from Philadelphia with the latest fashions, and that he could make a suit of clothes in five hours, if required. One of the stores advertised superior quills and neat pewter inkstands. Thus it is seen that there were a goodly number of stores in Lancaster in 1821.

In 1825 came a wonderful announcement of the visit of General Lafayette to Lancaster. In 1826 we are informed that Lancaster has become a port—the first dam and lock on the Conestoga were finished, the Board of Managers of the Conestoga Navigation Company embarked on board the beautiful boat, the 'Edward Coleman,' at the new bridge, and drawn by one horse proceeded at the rate of from four to six miles an hour, to the lock, having an excellent band of music on board, playing national airs. While the ladies served a collation, toasts were drunk to the great enterprise of rendering the Conestoga navigable to the sea. In 1831 propaganda for oppressed Poland makes its appearance. In 1833 and 1834 the railroad arrives in Lancaster. Meetings are announced and held. One committee reports with rare foresight "No town in Pennsylvania, no inland town in the United States possesses greater facilities than Lancaster for becoming a flourishing manufacturing place."

In May 1834 the advertisement of the railroad appears for the first time. A number of people succeeded in having the railroad tracks laid as close to the center of the newly incorporated city as possible. One of the railroad advertisements of 1837 headed "Express Fast Line, Car, Stage and Boat for Philadelphia and Pittsburgh, situated near the Depot, North Queen Street, Lancaster. This line is of acknowledged speed. The Porter who

is known to be obliging will convey baggage to any part of the city for those who desire it."

In 1835 there is a notice of a town meeting "The citizens of Lancaster are requested to assemble in town meeting at the Court House at 7 o'clock to consider the necessity of adopting measures for obtaining a supply of water." The advertising motive used is "that the Incendiaries are among us and there is hourly danger of having the town burned to ashes!"

In 1841 reference is made to the opening of the Conestoga and Susquehanna Navigation Co., and to a steamboat on the Conestoga. One advertisement of May 28, 1844 says "The splendid new Iron Steamboat 'Conestoga' is now running with regularity and dispatch between Lancaster and Philadelphia and will take freight, either way at very reduced rates, viz: Flour at 18½ cents per barrel, delivered in Broad Street or any part of Philadelphia."

The Mexican War follows and the California emigration with the startling announcement: "Only ninety days to Frisco!" In 1850 Lancaster enters on a remarkable period of civic improvement. One announcement states that the stock of Lancaster Gas Company is selling well and the citizens have great hopes of introducing that great invention, gas light. The citizens consider the building of new Market houses. Fulton Hall and Franklin and Marshall College make their appearance. President Buchanan goes to the White House. The Atlantic Cable is successfully laid and the Civil War is upon us.

The Transition Period

In the second half of the nineteenth century the transition was made from the period when advertisements were announcements to the period when they became persuaders. At first the persuasion was almost too apparent and direct. It lacked the element of suggestion and a subtle appeal to the imagination. After the Civil War the make-up of advertisements too frequently consisted of heavy head lines with every inch of space jammed with type. The tiny wood-cut figures and simple decorations of earlier days became a thing of the past. Advertisement was no longer a case of "whoever inclines to purchase may inquire." The initiative of inclination was transferred from buyer to seller as the art of legitimate persuasion developed.

Advertising in Lancaster Today

The twentieth century has become the golden age of advertising. As a major industry in the United States, advertising has made tremendous strides in the past twenty-five years, and in these strides the advertising in Lancaster County have kept pace.

Advertising in Lancaster County was largely local up to the year 1900. Local goods were sold to local people.

Since then Lancaster has become an industrial center. Its goods and advertisements are sent all over the United States and the world. There are a score of industries in Lancaster County that advertise nationally. One industry in the county spends a million dollars a year on magazine advertising alone.

The form of advertising has been greatly improved within the past twenty-five years. The best typographers and artists in the country are utilized. The whole tendency is to make the 'copy' pleasing to the eye and appealing to the imagination. The full-page many-colored displays are familiar to us to-day,—the lavish use of space, the clean-cut and attractive presentation of essential facts, as well as the elimination of all irrelevant and unnecessary material.

To the rapid and far-reaching development of the art and science of modern advertising, Lancaster County has made important contributions. The head of the John Wanamaker Store of New York City, Joseph H. Apple, a son of Lancaster County, influenced the method of modern retail advertising all over the United States.

Not only in volume and method has the advertising of the past twenty-five years been distinctive and unique. It has also been marked by a sincere desire for the expression of truth. Truth in advertising has become a recognized factor in successful modern business enterprise. The work of agencies like the local Better Business Bureau creates confidence and makes possible the enforcement of the principle of Truth in Advertising.

The growth of direct-by-mail service as distinct from magazine and newspaper advertising is strictly modern. A century ago a two column newspaper announcement was rare and direct-by-mail announcements were unknown in Benjamin Franklin's time. But with the development of the efficiency of the post office system and rural delivery service in the United States, the direct-by-mail advertisement has become an important factor in modern business.

To-day Lancaster County has grown to an extent undreamed of by the fathers of earlier days. It has a population of 180,000. It has almost a thousand industrial plants. Its products are sent to the ends of the earth. Forty thousand employees draw upon an annual pay roll of $43,000,000. Salaried employees receive an additional $7,000,000. The invested capital of these manufacturing industries is $132,000,000 and the value of the production is $140,000,000. These facts speak volumes for the possibilities of the future. Think in terms of the Holtwood and the Conowingo Dam, of the Lincoln Highway with the new Columbia Bridge, of the many new buildings for business purposes that are in process of erection in Lancaster today, and then en-

Lancaster of the Future

National Magazines of Today
Advertise Lancaster Products to the World

large your plans as you prepare for and prevision the Greater Lancaster of the Future.

In this year, 1929, as we celebrate the 200th anniversary of the founding of Lancaster County, we are reaping the fruits of the labors and struggles of those who in the days of early Lancaster began the work of creating here a healthy, happy and prosperous community. Lancaster has indeed the happiest combination of industry and agriculture. It holds the title of the richest agricultural county in the United States and according to the report of the State Department of Internal affairs, it is fast becoming one of the important centers of industry in the country. Lancaster County is indeed unique in its location and in its opportunities for growth. Its advantages are apparent. Like an oak, its roots lie deep and with each coming generation its ramifications spread wider.

In this anniversary year, the citizens of Lancaster are becoming more fully conscious of the advantages enjoyed by the Lancaster region for the successful operation of industry. In this worthy task of interpreting the spirit and opportunities of Lancaster to herself and to the world the Lancaster Advertisers Club is playing an important role.

Printed by
Intelligencer Printing Co.
Lancaster, Pa.
Printing Since 1794